

Sinclair Broadcasting's decision to force their stations to interfere in the electoral process by showing 'documentary' about one political candidate for President (John Kerry) shortly before November 2nd is an example of the one of the deleterious effects of media consolidation.

Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest.

When a few large companies control the airwaves, we are always in danger of losing our access to balanced reporting.

Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's intended actions show why we need to strengthen media ownership rules, not weaken them.

They show why the license renewal process needs to involve more than a returned postcard. They should be forced to demonstrate that their coverage is fair and evenhanded, at the risk of losing their license. If they so fervently believe in the power of the marketplace to regulate commerce then they should have no problem with stronger rules or divestiture.

Thank you.

Art North